



TENNESSEE DEPARTMENT OF

EDUCATION

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Marketing and Management II – Advanced Strategies

Primary Career Cluster:	Marketing
Consultant:	Joy Smith, (615) 532-6248, Joy.Smith@tn.gov
Course Code(s):	5932
Recommended Prerequisite(s):	One Marketing credit in a core course*
Credit:	½ - 3*
Grade Level:	11-12
Aligned Student Organization(s):	DECA: www.decatn.org FBLA: www.fblatn.org Sarah Williams, (615) 532-2829, Sarah.G.Williams@tn.gov
Teacher Resources:	http://www.tn.gov/education/cte/Marketing.shtml

Course Description

This course is a study of marketing concepts and principles used in management. Students will examine challenges, responsibilities and risks managers face in today's workplace. Subject matter includes finance, entrepreneurship, risk management, marketing information systems, purchasing, human resource skills, and leadership development.

* Standards to be completed for one-half (½) credit are identified with one (1) asterisk.

** Additional standards to be completed for one (1) credit are identified with two (2) asterisks.

*** A paid, credit-generating work-based learning component is recommended for advanced students for up to two (2) additional credits. This standard is identified by three (3) asterisks.

Course Standards

Standard 1.0

The student will evaluate the role of management.

The student will:

- 1.1 Distinguish the functions of management.
- 1.2 Examine the levels of management.

- 1.3 Analyze the various management styles.

Sample Performance Tasks

- Construct an organizational chart for a local business.

Standard 2.0

The student will analyze the role of management/business ownership in a global society.

The student will:

- 2.1 Analyze the forms of business ownership/organization and their legal formation.
- 2.2 Assess the importance and purpose of a business plan.
- 2.3 Compare and contrast the role of an entrepreneur with that of a manager.
- 2.4 Demonstrate knowledge of international trade.
- 2.5 Compare and contrast international exchange rates.

Sample Performance Tasks

- Write a report on entrepreneurship.

Standard 3.0

The student will prepare financial documents relevant to business operations.

The student will:

- 3.1 Examine the role of financing.
- 3.2 Assess the importance of capital funding for a business.
- 3.3 Distinguish the various financial documents for business operations.

Sample Performance Tasks

- Prepare an income statement.
- Prepare a balance sheet.

Standard 4.0

The student will assess the role of risk management in marketing.

The student will:

- 4.1 Analyze the nature of risk management.
- 4.2 Categorize the types of business risks.
- 4.3 Examine strategies for reducing business risks.

Sample Performance Tasks

- Acquire insurance rates from a local company.



Standard 5.0

The student will examine concepts of marketing research and analysis.

The student will:

- 5.1 Evaluate the need for marketing information and its effects on consumer behavior.
- 5.2 Analyze the environments in which businesses conduct research.
- 5.3 Experiment with procedures for gathering marketing information, using technology.

Sample Performance Tasks

- Utilize technology in designing and implementing a research tool.

Standard 6.0

The student will analyze supply chain management.

The student will:

- 6.1 Assess the importance of the purchasing decisions.
- 6.2 Solve purchasing and stock calculations.
- 6.3 Examine the necessity of a purchasing plan.
- 6.4 Manage channel activities to minimize costs and to determine distribution strategies.

Sample Performance Tasks

- Create an invoice and a purchase order.

Standard 7.0

The student will employ human resource skills used by a marketing manager/entrepreneur.

The student will:

- 7.1 Analyze the responsibilities of marketing managers/entrepreneurs.
- 7.2 Assess proper interpersonal skills necessary in marketing management/entrepreneurship.
- 7.3 Determine needed safety policies/procedures to protect employees.

Sample Performance Tasks

- Prepare a report on sexual harassment in the workplace.

Standard 8.0

The student will examine product/service planning.

The student will:

- 8.1 Examine the components of product/service planning.
- 8.2 Assess the importance of extended product/service features.
- 8.3 Evaluate the importance of branding, packaging and labeling.



Sample Performance Tasks

- Design a brand, label, and package for a new product.

Standard 9.0

The student will evaluate pricing strategies.

The student will:

- 9.1 Distinguish the importance of price planning.
- 9.2 Apply pricing information to facilitate pricing decisions.
- 9.3 Analyze pricing mathematical procedures to assess profitability.

Sample Performance Tasks

- Conduct a pricing survey at a local retail store.

Standard 10.0

The students will develop knowledge of promotional strategies.

The student will:

- 10.1 Participate in company's community outreach involvement to foster a positive company image and to meet other professionals.
- 10.2 Plan and evaluate promotional activities to maximize return on promotional efforts.
- 10.3 Recognize the importance of utilizing outside agency/consultant to aid in promotional planning and development.
- 10.4 Analyze design principles used in advertising layouts to be able to communicate needs to designers.

Sample Performance Tasks

- Plan displays and themes with local business management.

Standard 11.0

The student will demonstrate organizational and leadership skills.

The student will:

- 11.1 Demonstrate knowledge of DECA.
- 11.2 Utilize critical thinking in decision-making situations.
- 11.3 Identify and develop personal characteristics needed in leadership situations.

Sample Performance Tasks

- Join and participate in DECA.
- Attend a leadership conference.
- Chair a committee.
- Organize a DECA project.



Standard 12.0

The student will demonstrate the importance of academic integration in the area of marketing.

The student will:

Language and Fine Arts

- 12.1 Generate original ideas, based on prices, knowledge and research.
- 12.2 Utilize proper grammar through business interactions.
- 12.3 Create promotional works of art (ex., advertisement).
- 12.4 Evaluate diversity in domestic and international markets.

Mathematics

- 12.5 Utilize math formulas in basic marketing calculations.
- 12.6 Assess the use of mathematical/accounting principles in marketing and management.
- 12.7 Utilize graphs to illustrate quantitative data.
- 12.8 Analyze components of a financial plan.

Science

- 12.9 Discuss the economic impact of natural resource conservation.
- 12.10 Examine social responsibility in business.
- 12.11 Evaluate environmental laws and green marketing concepts.

Social Studies

- 12.12 Explore buying motives of consumers.
- 12.13a Analyze vital statistics of a population (demographic, geographic, psychographic).
- 12.13b Locate vital statistics of a local population/compare contrast to another area.
- 12.14 Analyze product/business from a historical perspective.

Sample Performance Tasks

- Compose a business letter.
- Develop and implement a demographic study.
- Design a five-year business plan.
- Organize a recycling project.

Standard 13.0

The student will review and analyze safety guidelines and regulations as related to Marketing and Management II – Advanced Strategies.

The student will:

- 13.1 Complete a general safety test with 100% accuracy as related to Marketing & Management II – Advanced Strategies.



Standard 14.0

The student will demonstrate Marketing & Management II – Advanced Strategies in a work-based learning experience.

The student will:

- 14.1 Apply principles of marketing and management to a work-based situation.
- 14.2 Integrate time management principles in organizing the student's schedule, including school, work, social, and other activities.
- 14.3 Evaluate and apply principles of ethics as they relate to the work-based experience.
- 14.4 Employ safety principles to the work-based experience.

Sample Performance Tasks

- Compose and maintain a journal that includes general work site experiences, time management planning, and evaluation of ethical behavior.

Suggested Resources

SCANS
Community Employers
English, Math, and Science Teachers
Marketing Essentials; Glencoe
Marketing Practices and Principles; Glencoe
Marketing Foundations and Functions; Southwestern
MBA Research LAPs
National Standards for Marketing Education
Local Business Manager
Business Principles and Management; Southwestern
Entrepreneurship: Ideas in Action; Southwestern
Local Entrepreneurs
Local Accountants
Local Financial Institutions
Local Insurance Agent
Marketing Research Firm
Local Retailer, Wholesaler, Distributor
Local Human Resource Manager
National DECA
DECA Guide
MBA Research
Area Chamber Partnerships
CTE Advisory Committees

